

BOBBY DIAMOND | David Bustamante Valverde
UI/UX Designer - Integrated Art Director - Front End

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MY PERSONA

Nicknames are considered to be alter egos of a kind, well mine is not. And not to blow my horn, but I am as my name reads—*Diamond*.

Sharply cut, angled with precision, and shiny that's how my work is produced, and though some of my ideas may still need to be processed and polished, they are diamonds nonetheless.

I've been obsessed by the visual aesthetics perfection for the last 10 years, it's my life and recently I added the UX to this obsessions. I am the person who stares for 5 minutes to a button asking myself why it's made in that certain way and the other many possibilities that someone could come with.

I'm curious driven, always.

SKILLS

Art Director:

- Creative Conceptual Thinking, Creative Copywriting, Proactivity
- ATL and Digital focused., Strategic Planning

UX (User Experience):

- Wireframes, User Flow, Usability, Information Architecture, Documentation, Heatmaps, A/B testing, Mock-ups, User Centered Design.

UI (User Interface):

- Functionality, Visual Aesthetics, Pixel Perfect, Prototypes, Responsive Design.

Front End:

- HTML5, CSS3, JavaScript, JQuery, object oriented programming, JSON - CVS.

Software:

- Adobe Suite (AI, PS, Pr and AE).
- Sublime, Linux, GIT.

Tools:

- InVision, UXPin
- Buffer, Radian6, Hootsuite, Google Analytics, Facebook Analytics, Birdbrain, Slack, Trello, Basecamp.

Hardcore at: Ideas Conceptualization, Storytelling, Digital and Traditional Advertising, Digital and Traditional Marketing and Communication Strategies, Art Direction, Branding, Planning Strategies.

Secondary Skills: Project Development, New Business Ideas, Project Management, Operations Workflows.

Complementary Skills: Grammar Nazi, Motion Graphics, Gamer.

WHERE I WANT TO BE

At an open minded company, because I want to reach high and do it quickly by proposing and doing as many things as the need appears. I loo to be able to break personal boundaries, not a place to suit myself.

I can easily reach my comfort zone so that's the main reason I want to always have many new challenges to complete. Because of my many skills I need a place to use them all or the most of them to keep improving my daily job and feeding my learning hunger.

WHERE I'VE BEEN

UI/UX, Integrated Art Director, Front End (Sep '15 - Abril '16)

Osom - Mexico City, Mexico

- Web & Web Apps UX/UI Planning, Conceptualization, Documentation and Design
- User Flow Creation
- Information Architecture Research
- Branding, creative copywriting and art direction
- Planning, conceptualization and creation of social media strategies
- Front End
- Mailings Design
- Social Media Planning, Creativity & Art Direction

- Keynotes Design

Art Director (Jun '15 - Nov '15)

Grey Mexico - Mexico City, Mexico

Concepting ATL Advertising for brands like:

- Comex
- Tyson
- Volvo
- CoverGirl

CoFounder & Creative (Apr '14 - May '15)

Workshout MX - Mexico City, Mexico

- New Business & Sales
- Planning Strategies
- Social Media Planning
- Art Direction
- Workflows Creation
- Project Management
- Outlines Creation and Coordination
- Headhunting
- Google/Facebook Analytics
- Google & Facebook Ads Campaign

Art Director & New Business (Apr '11 - Apr '14)

Miami Ad School - Mexico City, Mexico

- Art Director
- Social Media Planning & Art Direction
 - Development and structure of the strategy to advertise by social media.
- New Business
 - Research and implementation of new business ideas: shorter programs focused on creatives looking for specific skills improvement.
- SEO, SEM, Sentiment
- Google/Facebook Analytics
- Google & Facebook Ads Campaign
- Tailored Solutions
 - Creation of specific programs for clients looking for specific internal improvement. Being part of the process the whole way, since talking with the client until the delivery of the diplomas.
- Headhunting

Integrated Art Director Intern (Jun '13 - Oct '13)

David The Agency - São Paulo, Brazil

- Concepting ATL and Digital Advertising for brands like:
 - Sony Action Cam
 - Music Unlimited, Sony
 - Faber Castell
 - HBO
 - Coca-Cola
 - Burger King
 - Jaguar
 - Albany
- Motion Graphics

LECTURES GIVEN BY ME

- Advertising Concepting

CUMP - Mexico City, Mexico

- Advertising Concepting

La Cocina (Roastbrief) - Mexico City, Mexico

- Basic Social Media

Miami Ad School Europe - Hamburg, Germany

FREELANCES

- Social Media Content Management, SEO & Google/Facebook Analytics

- VML (formerly Crossmedia) - Community Management

- TERAN \ TBWA - Art Direction

THE STUDENT KNOWLEDGE

I'm a non-stop knowledge learner machine, I'm always looking for new things to feed my learning hunger.

Developer Bootcamp (Jun '15 - Sep '15)

Dev.F. - Mexico City, Mexico

Art Direction Quarter Away (*Sep '12 - Dec '12*)

Miami Ad School Europe - Hamburg, Germany

Art Direction Portfolio Program (*Oct '11 - Oct '13*)

Miami Ad School Mexico City - Mexico City, Mexico

Communications (*Oct '08 - Oct '11*)

Centro Universitario de Comunicación - Mexico City, Mexico

WORDS KNOWLEDGE

Spanish: Native Mexican Filled with Slang.

English: Swag fluent.

Portuguese: I didn't die from starvation when I got lost drunk in Brazil.

This looks kind of empty so let me tell you a couple of things to fill this space

1. I'm obsessed with zombies and science fiction.
2. I use the mouse with the left hand even when I'm right handed.
3. I'm an amateur magician.
4. Once I read a 387 pages book in three days.
5. I used to be an amateur bartender.
6. I finished Metal Gear Solid 8 times (maybe 10).
7. I quit smoking in one day.
8. Easily I can drive my motorcycle for 12 hours in a row.
9. I think "vermelho" (*red in Portuguese*) is the most delicious word ever.
10. I used to be a hardcore excel user.
11. For the last 4 years I've earned the opportunity of having scholarships and not paying a dime for my education, and I like learning quite a lot. So I've saved around 30K and still looking for more.

LET'S HAVE A GOOD CUP OF "THIS GUY IS MY GUY" KIND OF:

hardcorebobbyd@me.com

Just click it man, I know you want to.

[Bobby on LinkedIn](#) | [Bobby on Facebook](#)

Again, my portfolio: <http://hardcorebobbyd.github.io>

And here: have my [blog](#). Because hell yeah!